



United States
Environmental Protection Agency
Technology Innovation Office (5102G)
Washington, DC 20460

BULK RATE
Postage and Fees Paid
EPA
Permit No. G-35

Official Business
Penalty for Private Use \$300

EPA 542-F-00-003
March 2000

FOUR NEW REPORTS AVAILABLE ON INNOVATIVE TREATMENT TECHNOLOGY COMMERCIALIZATION

Order Form

To order any of the four new reports please call 1-800-490-9198, or complete this form and mail or fax it to:

National Service Center for Environmental Publications
P.O. Box 42419
Cincinnati, OH 45242-2419
Fax: (513) 489-8695

Order on-line at
<<http://www.epa.gov/ncepihom>>
or download free copies from
<<http://clu-in.org>>

- " Perspectives on Private Investment in Innovative Remediation Technology Companies
- " Profile of Innovative Treatment Technology Providers EPA 542-R-99-012
- " An Analysis of Barriers to Innovative Treatment Technologies: Summary of Existing Studies and Current Initiatives EPA 542-B-00-003
- " Innovative Treatment Technology Developer's Guide to Support Services (Fourth Edition) EPA 542-B-99-008

Name _____

Company _____

Address _____

City/State/Zip _____

Phone _____ Fax _____ E-mail _____



New Reports on Innovative Treatment Technology Commercialization

Fact Sheet and Order Information

The U.S. Environmental Protection Agency's (EPA) Technology Innovation Office (TIO) announces the availability of four reports to help innovative treatment technology (ITT) providers and site characterization technology developers more successfully commercialize a profitable innovative technology. These four reports provide specific information about investments in ITTs, market conditions, barriers that have historically hindered successful commercialization of ITTs, and resources that can be applied to overcome those barriers.

Perspectives on Private Investment in Innovative Remediation Technology Companies

This report presents research by the Environmental Capital Network (ECN) about the current and future state of private investment in ITT companies. ECN surveyed investors about their perspectives on the ITT market. As a company attempts to move a technology from research through demonstration, to initial commercial success, and finally to full commercialization and profitability, its capital needs can increase substantially. Many new remediation technology companies fail because of a lack of funding in the early stages of the company's development, a period observers have dubbed the "Valley of Death." The goal of *Perspectives on Private Investment in Innovative Remediation Technology Companies* is to give ITT providers valuable information about how investors view the remediation market and how to identify and

obtain the early-stage capital needed for commercial success. The report provides answers to such questions as:

- Why have investors been reluctant to invest in companies in the early stages of development?
- What are venture capitalists' perceptions of ITTs and the remediation market and of the broader environmental industry?
- Why are venture capitalists investing in some segments of the remediation market and not others?
- Where in the remediation market do investors see promise?



**Free electronic copies
of these four reports
and others can be
downloaded from
CLU-IN at
<<http://clu-in.org>>**

Profile of Innovative Treatment Technology Providers

This report provides a technical, financial, and stock analysis of six years of data from EPA's former Vendor Information System for Innovative Treatment Technologies (VISITT) database, now part of

EPA REmediation And CHaracterization Innovative Technologies (REACH IT). EPA REACH IT can be accessed at <http://www.epareachit.org>. The report analyzes the growth in the number and types of ITTs available in the marketplace, the category and scale of the development of ITTs, and the patent status of those ITTs. The goal of *Profile of Innovative Treatment Technology Providers* is to:

- Provide detailed information about the ITT market and financial and stock performance
- Provide realistic expectations for new entrants
- Highlight the importance of building alliances beyond the remediation market for better financial results

An Analysis of Barriers to Innovative Treatment Technologies: Summary of Existing Studies and Current Initiatives

The report presents a summary of existing studies of barriers that have historically impeded the successful commercialization of ITTs. The goal of *An Analysis of Barriers to Innovative Treatment Technologies: Summary of Existing and Current Initiatives* is to help ITT providers understand the types of barriers that may challenge the development and full commercialization of ITTs by presenting reasons beyond market forces that inhibit development of ITTs and their routine use. The report groups barriers into four categories:

- Institutional Barriers
- Regulatory and Legislative Barriers
- Technical Barriers
- Economic and Financial Barriers

The study also presents initiatives identified in the 10 source documents to remove or reduce

barriers and over 100 more recent initiatives designed to address barriers.

Innovative Treatment Technology Developer's Guide to Support Services (Fourth Edition)

The guide alphabetically lists more than 100 private organizations, government programs, on-line databases, and other resources that can provide business support to ITT providers. The goal of the *Innovative Treatment Technology Developer's Guide to Support Services (Fourth Edition)* is to centralize information that can help ITT developers overcome the barriers that have historically hindered successful deployment and commercialization of ITTs. The guide identifies resources that meet the needs of a company as it progresses through the various stages of technology and business development. The guide groups resources into four broad categories that mirror the stages of the development process:

- Financial and Market Research Assistance
- Technology Testing, Demonstration, Evaluation, and Transfer Assistance
- Business Development Assistance
- Administrative and Financial Assistance

The electronic version of the guide will be updated periodically and new resources will be added as they become available.